

Message Text

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64

ACTION FSI-01

INFO OCT-01 EUR-06 ISO-00 EB-11 COME-00 TRSE-00 OIC-04

CIEP-02 SP-03 OMB-01 CIAE-00 INR-10 NSAE-00 /039 W

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R 121434Z JUL 74

FM AMEMBASSY ROME

TO SECSTATE WASHDC 5902

INFO AMCONSUL FLORENCE UNN

AMCONSUL GENOA UNN

AMCONSUL MILAN UNN

AMCONSUL TURIN UNN

UNCLAS ROME 9657

E.O. 11652: N/A

TAGS: AFSI, IT

SUBJ: OVERSEAS BUSINESS AND MARKETING SEMINAR, LONDON,
SEPTEMBER 29-OCTOBER 11

REF.: STATE 143281

FOR FSI - ATTENTION W.E. ELROD

1. MISSION NOMINATES AS PRIMARY CANDIDATES FOR SUBJECT SEMINAR:

A) DONALD E. CRAFTS, FSO-4, ASSISTANCE COMMERCIAL ATTACHE, ROME. CRAFTS IS EMBASSY SPECIALIST ON TRADE EVENTS PROGRAM, HAVING ITALY- WIDE RESPONSIBILITY AS ADVISOR TO COMMERCIAL COUNSELOR FOR PROGRAM DEVELOPMENT, COORDINATION AND IMPLEMENTATION AS WELL AS FOR MARKET RESEARCH ASSIGNED ROME. WITH PAST ASSIGNMENTS AT MILAN TRADE CENTER AND IN OFFICE OF INTERNATIONAL MARKETING, DEPARTMENT OF COMMERCE, AND HIS CURRENT POSITION AS KEY MARKETING SPECIALIST IN ROME, HE OFFERS GREAT POTENTIAL FOR ACTIVE CONTRIBUTION TO AND POSITIVE IMMEDIATE BENEFIT FROM SEMINAR.

B) FOR ONE OF SIX POSITIONS RESERVED FOR FSL CANDIDATES, MISSION NOMINATES MARIO BECK, FSL-2, COMMERCIAL SPECIALIST, UNCLASSIFIED

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AMCONSUL, MILAN. WITH EIGHT YEARS AT MILAN TRADE CENTER BEFORE

TRANSFER TO COMMERCIAL SECTION IN 1973, BECK IS RESPONSIBLE FOR ALL MILAN ACTIVITY IN EIGHT TARGET INDUSTRY SECTORS, INCLUDING MARKET RESEARCH CONTRIBUTIONS AND REVIEW, DESK STUDIES, TRADE CENTER "REPFIND" AND SEMINAR PROGRAMS AND BRIEFING OF BUSINESS VISITORS. HIS BACKGROUND IN AND PRESENT CONCENTRATION ON MARKETING-RELATED FIELDS AS WELL AS HIS COMMAND OF ENGLISH MAKE HIM AN EXCELLENT CHOICE AS A SEMINAR PARTICIPANT.

2. MISSION NOMINATES AS SECONDARY CANDIDATES IN PRIORITY ORDER:

A) WILLIAM H. SKOK, FSO-6, VICE CONSUL, AMCONSUL, TURIN

B) HARRY L. COBURN, FSO-4, CONSUL, AMCONSUL, FLORENCE

C) GEORGE F. WARD, FSO-5, CONSUL, AMCONSUL, GENOA.

NOMINEES ARE ALL OFFICER NOT DEVOTING FULL TIME TO ECONOMIC/COMMERCIAL PROGRAM BUT COVERING IMPORTANT INDUSTRIAL DISTRICTS. THEIR POSTS HAVE RECOMMENDED THEIR PARTICIPATION IN SEMINAR AND EMBASSY BELIEVES IF SPACE PERMITS ATTENDANCE, THEIR HEIGHTENED APPRECIATION OF MARKETING IN EUROPE WILL PROVIDE POSITIVE BENEFIT TO EXECUTION OF COUNTRY COMMERCIAL PROGRAM.VOLPE

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